

Message Text

UNCLASSIFIED

PAGE 01 STATE 199693 TOSEC 090051
ORIGIN PA-02

INFO OCT-01 SS-15 ISO-00 SSO-00 CCO-00 (ISO) R

DRAFTED BY PA/M:BDSHANKS

APPROVED BY PA/M:DONEWBERRY

S/S-O:R. CASTRODALE

DESIRED DISTRIBUTION

PA, PA/M, PA/PRS, S/S

-----002298 081907Z /50

P 081533Z AUG 78 ZFF4

FM SECSTATE WASHDC

TO USDEL SECRETARY PRIORITY

UNCLAS STATE 199693 TOSEC 090051

FOR CARTER FROM PA

E.O. 11652: N/A

TAGS: SOPN, OVIP (VANCE)

SUBJECT: PRESS MATERIAL

1. HERewith FULL TEXT WASHINGTON POST ARTICLE BY
JOSEPH KRAFT, TUESDAY, AUGUST 8, ENTITLED "GERALD RAF-
SHOON'S 'LICK OF DISCIPLINE'."

2. IMAGE-MAKING HAS SUCH A BAD IMAGE THAT IT COMES AS
SECOND NATURE TO JUMP ON JERRY RAFSHOON, THE FORMER
ATLANTA AD MAN AND CAMPAIGN CONSULTANT WHO HAS JOINED
THE WHITE HOUSE STAFF AS CHIEF PUBLIC-RELATIONS ADVISER
TO THE PRESIDENT. BUT CIRCUMSTANCES HAVE CAUSED RAFSHOON
TO DO MORE ORGANIZING THAN PACKAGING.

3. HE IS GIVING THE CARTER ADMINISTRATION ONE THING IT
HAS ALWAYS NEEDED: A LICK OF DISCIPLINE. EVEN IF IT IS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 199693 TOSEC 090051

ONLY IN THE NAME OF PR, ANYBODY WHO CAN BRING ORDER TO
THE CARTER WHITE HOUSE--INDEED, ANYBODY WHO CAN GET RID
OF MIDGE COSTANZA--CAN'T BE ALL BAD.

4. BEFORE GOING TOSEE RAFSHOON, I SPENT SOME TIME WITH
HIS DEPUTY, GREG SCHNEIDERS. SCHNEIDERS SAID OF RAFSHOON:

5. "JERRY ISN'T HERE BECAUSE HE'S AN AD MAN. HE'S HERE

BECAUSE HE WAS WITH JIMMY IN THE 1966 CAMPAIGN FOR GOVERNOR. HE WAS WITH HIM IN THE 1970 CAMPAIGN FOR GOVERNOR. HE WAS WITH HIM IN THE 1967 CAMPAIGN. HE KNOWS JIMMY WELL, AND HE CAN IDENTIFY IN THE PRESIDENTIAL BUSINESS THE THEMES THAT WON FOR JIMMY IN 1976."

6. I WENT TO SEE RAFSHOON A COUPLE OF DAYS LATER AT THE EXECUTIVE OFFICE BUILDING, WHERE HE OCCUPIES THE SUITE ONCE USED BY PRESIDENT NIXON AS A WORKING SPACE OUTSIDE THE WHITE HOUSE. RAFSHOON BEGAN BY ACKNOWLEDGING THAT "CARTER IS NOW OUT OF SNYC WITH THE IMAGE HE DEVELOPED IN THE CAMPAIGN. HE ORIGINALLY CAME ACROSS AS A HIGHLY COMPETENT PERSON, CAPABLE OF RUNNING THE GOVERNMENT AND TAKING CONTROL OF THE COUNTRY. NOW HE'S SEEN AS INDECISIVE AND HESITANT."

7. IN EXPLAINING THE SLIDE, RAFSHOON ASSIGNED MOST OF THE BLAME TO EVENTS, NOT MERELY TO BAD PR. HE ACKNOWLEDGES THAT CARTER MADE FAR-REACHING PROMISES DURING THE CAMPAIGN. HE POINTS OUT THAT AT FREQUENT NEWS CONFERENCES THEREAFTER JOURNALISTS KEPT HOLDING THE PRESIDENT TO ACCOUNT FOR HIS PROMISES. "JIMMY OVERREACTED AND BEGAN DEMANDING IMPOSSIBLE DEADLINES FOR NEW PROGRAMS ON EMPLOYMENT, ENERGY, THE CITIES, WELFARE, HEALTH, UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 199693 TOSEC 090051

EVERYTHING."

8. RAFSHOON FURTHER ADMITS THAT THE PROGRAMS WHIPPED UP QUICKLY HAD DEFECTS AND THEREFORE ENCOUNTERED GREAT DIFFICULTY IN CONGRESS. HE SAYS: "WE OVERREACTED AGAIN. IN ORDER TO GET HIS PROGRAMS THROUGH, JIMMY BECAME TOO ACCOMMODATING, TOO WILLING TO COMPROMISE. THAT'S HOW THE PUBLIC SEES HIM TODAY."

9. IN TRYING TO UNDO THAT IMPRESSION, RAFSHOON HAS COME TO THE CONCLUSION THAT IT IS ESSENTIAL FOR THE PRESIDENT TO GET HOLD OF THE GOVERNMENT AND APPLY DISCIPLINE." RAFSHOON HAS MOVED TO COORDINATE STATEMENTS BY AT LEAST THE LEADING FIGURES IN THE ADMINISTRATION.

10. CABINET OFFICIALS MAKING SPEECHES OR APPEARANCES ON TELEVISION NOW CLEAR THEIR PRESENTATIONS WITH RAFSHOON. "AT LEAST THEY KNOW SOMEBODY'S WATCHING," RAFSHOON SAYS WRYLY.

11. MORE THAN WATCHING, IN FACT, RAFSHOON BELIEVES IN DISCIPLINING THOSE WHO STEP OUT OF LINE. THE REBUKE

DELIVERED BY THE PRESIDENT TO U.N. AMBASSADOR ANDREW YOUNG AFTER HIS RECENT STATEMENT ON POLITICAL PRISONERS IN THE UNITED STATES--AND EVEN MORE THE ANNOUNCEMENT OF THAT REBUKE--BORE THE RAFSHOON BRAND.

12. SIMILARLY WITH COSTANZA. EVER SINCE BEING REPLACED AS A POLITICAL ADVISER AT THE WHITE HOUSE BY ANNE WEXLER AND MOVED ACROSS THE STREET TO THE EXECUTIVE OFFICE BUILDING, SHE HAS BEEN WALKING UP AND DOWN THE LAND BERATING THE ADMINISTRATION FOR SLIGHTING THE WOMAN'S POINT OF VIEW. RAFSHOON PULLED HER OFF A TELEVISION TALK SHOW AND SUBSTITUTED A MORE RESPONSIBLE WHITE HOUSE AIDE, STUART EIZENSTAT. A COUPLE OF DAYS UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 199693 TOSEC 090051

LATER, COSTANZA, WHOM NOBODY ELSE COULD SEEM TO SHAKE FROM THE WHITE HOUSE STAFF, RESIGNED.

13. ANOTHER RAFSHOON RESPONSIBILITY IS THE TONE OF RELATIONS WITH CONGRESS. RAFSHOON BELIEVES STRONGLY THE PRESIDENT SHOULD NOT BE SEEN BACKING DOWN ALL THE TIME. HE POINTED OUT TO ME THAT "THE PRESIDENT DIDN'T RETREAT ONE INCH," WHEN SEN. EDWARD KENNEDY (D-MASS.) TRIED TO PRESS HIM INTO A BIGGER COMMITMENT TO MORE IMMEDIATE APPLICATION OF NATIONAL HEALTH INSURANCE.

14. PRESUMAULY RAFSHOON IS ONE IN THE WHITE HOUSE WHO WOULDN'T MIND A DRAMATIC PRESIDENTIAL VETO. BUT ON SUCH OBVIOUSLY SUBSTANTIVE MATTERS, RAFSHOON DEFERS. "THE BEST ADVICE I CAN GIVE JIMMY CARTER IS TO BE TRUE TO HIS INSTINCTS," HE SAYS.

15. THE TRUST IN THE PRESIDENT'S INSTINCTS, WHICH RAFSHOON SHARES WITH ALL THE OTHER MEMBERS OF THE GEORGIA MAFIA, MAY WELL BE HIS WEAK SPOT. IT TENDS TO MAKE HIM PRONE TO REPEAT WHATEVER WORKED IN THE GREAT DAYS OF THE 1976 CAMPAIGN FOR THE DEMOCRATIC NOMINATION.

16. IN THAT SPIRIT RAFSHOON HAS PLUGGED AS IF IT WERE OF SURPASSING IMPORTANCE THE PRESIDENT'S PROGRAM FOR CIVIL-SERVICE REFORM. CARTER RECENTLY REVERTED TO HIS CRITICISM OF THE "HORRIBLE MESS IN THE FEDERAL BUREAUCRACY" AND CALLED CIVIL-SERVICE REFORM "THE CORNERSTONE OF OUR ENTIRE EFFORT TO REORGANIZE THE GOVERNMENT AND TO MANAGE AS PRESIDENT."

17. ACTUALLY, CIVIL-SERVICEREFORM, WHILE A GOOD THING, IS, LIKE MOST OF THE OTHER CAMPAIGN THEMES, NOT UNCLASSIFIED

UNCLASSIFIED

PAGE 05 STATE 199693 TOSEC 090051

RELATED TO THE MOST SERIOUS PROBLEMS THE COUNTRY
FACES. RETRIEVAL OF THE CARTER PRESIDENCY DEPENDS UPON A
SUCCESSFUL ADDRESS TO THOSE PROBLEMS--INFLATION, ARMS
CONTROL, THE MIDDLE EAST--FAR MORE THAN ON A REPLAY OF THE
GOLDEN DAYS OF '76. CHRISTOPHER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TEXT, GOVERNMENT REFORM, PRESS RELEASES, PUBLICITY CAMPAIGNS
Control Number: n/a
Copy: SINGLE
Draft Date: 08 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE199693
Document Source: CORE
Document Unique ID: 00
Drafter: BDSHANKS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780324-0707
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780886/aaaacuqd.tel
Line Count: 181
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 47180467-c288-dd11-92da-001cc4696bcc
Office: ORIGIN PA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1802803
Secure: OPEN
Status: NATIVE
Subject: PRESS MATERIAL
TAGS: SOPN, OVIP, PGOV, US, (CARTER, JIMMY), (RAFSHOON, GERALD), (KRAFT, JOSEPH)
To: SECRETARY
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/47180467-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014